Internet Update

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by

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Areas of Discussion

- Automated tools for web site management

- Internet Center of Expertise (ICE) services and architecture

Web Site Management

- Does the web site work?

- Is the web site used?

- Is the site of high quality?
  - Content
  - Presentation

Survey of USACE

- Response received from 30 organizations
  - Is-it-used tools reported by 25 organizations
  - Does-it-work tools reported by 20 organizations
  - Quality tools or procedures reported by 20 organizations

Does the Web Site Work

- Links work and images are available

- Text is readable

- Downloads are acceptably fast

- Pages not cluttered or image-intensive

- Executables work properly

- Accessible by those with vision disabilities

Does It Work Tools

- Web Analyzer
  - www.everyware.com
  - Desktop spider software
  - $300 per copy
- WebTrends
  - www.webtrends.com
  - Desktop software
  - $600 per copy
- Others

Is It Used

- How many hits

- Who visited

- Who referred the visitor

- What browser was used

- What, when and how much was material looked at

Is It Used? Log File Analysis

- WebTrends
  - www.webtrends.com
  - Desktop software
  - $600 per copy
- wwwstat and gwstat
  - http://www.ics.uci.edu/pub/websoft/wwwstat/
  - Server software
  - freeware
- Visible page counters
  - Accessed 12345 times since…

WebTrends Demonstrations

- Web site usage analysis results

- Web page & link analysis results

- Monitoring and alert initiation

Is Information Content of High Quality

- **Single site**
  - Accuracy of information
  - Currency of information
  - Accessibility of information
- **Collection of sites**
  - Consistency of information
  - Uniformity

Is Information Presentation of High Quality

- Organization

- Layout

- Style

- Grammer

Information Quality Tools

- Qualified and dedicated web program management staff

- Policies for review and approval of content appearance and organization

- Implementing procedures

- Page development templates

Recommendations

■ Use <u>site-wide</u> does-it-work tool for site mapping and link checking

■ Use log file analyzer to understand your overall usage

　◆ Keep all log summaries forever

　◆ Consider individual page counters

■ Have and follow policies and procedures for information quality assurance

ICE Services and Architecture

- Web Site Hosting
  - Currently hosting 27 virtual sites
- ICE provided server supports:
  - Unique IP and DNS entries for each site
  - UPASS user ID's and passwords
  - CEAP security architecture
- Hosted organization owns and maintains its own information
- No charge to using organizations

ICE Server Architecture

- Internet Accessible Subnet

- Multiprocessor Sun 1000 running Solaris
    - Full system management, backups, etc.

- Apache server

- Oracle RDBMS and Web App Server

ICE Architecture Coming Soon

- Secure staging server will replicate to Internet accessible server
- Expansion of web search capability to multiple sites
- Oracle-based Corps-wide Intranet server
- Microsoft Frontpage extensions

Questions and Discussion

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